

We are El Paso Agents for
The Pictorial Review
Patterns and Magazines

"THE POPULAR"

The Popular's Men's Store
Moved Across the Street
Right Next to Feldman's

13TH YEAR

EL PASO, TEXAS, SATURDAY, APRIL 1, 1916.

EL PASO'S MOST PROGRESSIVE STORE

Sewing Week

Everything To Make Your Easter and Spring Sewing
A Pleasure And A Success Will Be Specially Featured During The
Week Beginning Monday, April 3rd--Many Items Are Underpriced

Tempting Values In Woolen Dress Goods

PRESENT fashions will make it easy for the home dress-maker of little experience to make her own frocks. Tempting values in woolens for Spring will be found in the second floor Dress Goods section. Pay us a visit during Sewing Week.

PALM BEACH SUITING—36 inches wide. A washable fabric, shown in several novelty striped effects, as well as plain shades. The popular cloth for coats, skirts and dresses. 50 inches wide. Sewing Week, a yard, at **98c**

SHEPHERD CHECKED SUITINGS—36 inches wide. Suitable for suits, skirts, coats and children's dresses. Very good for mountain or coast wear. An exceptional value for Sewing Week, at a yard, at **95c**

VIVETTA NON-SHRINKABLE ALL WOOL WASH FLANNEL—Past colors. Shown in a splendid assortment, suitable for night and day wear. For day use—make it up into Sport shirts, jackets, skirts, blouses and dresses. For cool nights—use it for night-shirts, sleepers and pajamas. Positively the most satisfactory all wool flannel sold. Sewing Week, a yard, at **75c**

ALL WOOL CHALLIES—WE are showing one hundred new and novel designs in all wool Challies, for children's dresses, women's blouses, kimono, house dresses and street dresses. Challie is the ideal fabric for mountain or coast wear. Buy your supply during Sewing Week, at a yard, at **59c**

WOOLENS FOR SPORTS AND MOUNTAIN WEAR—See our beautiful all wool, novelty coatings, skirts and suitings. Shown in checks, stripes and plaids. Suitable for the seashore or the mountains. These novelty woolens will be especially priced for Sewing Week. 44 to 56 inch wide fabrics, at the yard, \$2.45, \$1.95, \$1.69, \$1.45 and **98c**

Dressmak'ng @ Tailoring Departments

WE make exclusive clothes for women who discriminate. The well dressed women who appreciate graceful tailored lines and exclusiveness in made-to-measure clothes, will more than appreciate the skill of such artists as our

Madame Allan @ Mr. Lazeres

—both of whom are experts in their respective lines. Mme. Allan and Mr. Lazeres have made many friends and satisfied customers during the past season and it is with great pleasure that we offer their services to our patrons, knowing when we do so that we are giving the very best to be had. All work is strictly guaranteed by "The Popular" to be entirely satisfactory.

We cordially invite our patrons to visit these departments and become acquainted with Mme. Allan and Mr. Lazeres and inspect the high grade of work they are turning out.

Mme. Allan Will Gladly Help Design @ Plan Your New Dress FREE OF CHARGE

WHAT better way could you spend the intervening days between now and Easter than in planning Spring dresses or remodeling old garments to meet with the new season's style requirements? Then again, you can fashion new apparel which will make a welcome change from winter costumes. And the children's wardrobe can be freshened, too.

Professional dressmakers and those of you who make your own clothes or supervise their making will find this Sewing Week most

In The Silk Department During Sewing Week



WITH Easter the crowning dress event of the Spring season only a few weeks away, we have planned to make Sewing Week the most interesting six-day shopping event of the Spring season for buyers of silks and woolens. Our stocks were never more complete—our assortment of novelty silks never more beautiful than now. Take advantage of Sewing Week prices. You will save money. Note the special values offered for this event:

NOVELTY SHANTUNGS FOR SPORTS WEAR—Shown in novelty stripes, in the season's popular shades—natural and rose, natural and navy, natural and emerald, natural and Copen, natural and American beauty. These novelties are most effective when combined with the plain Shantungs. Priced for Sewing Week, at a yard, \$1.19 and **98c**

GENUINE WASHABLE TUB SILKS—Shown in one hundred different patterns. Neat striped effects for shirts, dresses, blouses, night shirts and pajamas. Sewing Week Special, a yard, at **95c**

NOTE—The average shirt lengths will cost \$2.85. The average dress pattern will cost **\$5.75**

ALL SILK CHIFFON DRESS TAFFETA—A splendid, soft quality. The most popular of dress silks, shown in black and navy only. The 40-inch grade, wide, at the yard, **\$1.69**

COLORFUL CHIFFON TAFFETAS—The queen of dress silks for Spring and Summer, 1916. Shown in both pastel and street shades. We feature the above popular taffetas for Sewing Week, at the yard, \$1.89, \$1.69, \$1.49 and **\$1.19**

NOTE—The above silks are excellent values under present market conditions.

ALL SILK CREPE DE CHINE—40 inches wide. A splendid dress weight, in nearly all colors. This fabric you will pay \$1.50 a yard to duplicate. Sewing Week, the average dress pattern will cost you \$5.95, a yard, **\$1.19**

CREPE BERBER—About 200 yards of Cloney Brook, all silk Crepe Berber, in white and pink only. It's washable and ideal for undergarments; 44 inches wide. A most wonderful value for Sewing Week, at the yard, **98c**

BLACK TAFFETA SILK—Possibly the most in demand of all silk fabrics today. We show unduplicated values, 36 inches wide, at a yard, \$1.85, \$1.59, \$1.39 and **\$1.15**

GEORGETTE CREPE—A splendid quality for blouses, dresses and combinations. Shown in a full color assortment. Priced special for Sewing Week, at a yard, **\$1.69**

KAYSER'S ALL SILK JERSEY CLOTH—For sportswear. Here in stripes and in plain colors to match. See it.

A. B. C. SILKS—A soft semi silk, with high, permanent silk luster. Washable and very durable. Shown in street shades, for dresses and blouses. Pastel shades for underwear purposes; 36 inches wide. Sewing Week price, a yard, at **50c**

GENUINE WASH HABUTAI—Full yard wide. Shown in stripes, checks and plaids. Ideal for dresses and blouses for Summer wear. All silk, washable, and fast colors. The average blouse length will cost \$1.58. The yard, at **79c**

CREPE DE CHINE SHIRTINGS—All silk, extra heavy quality. Shown in over 50 novel effects. This is the largest and most beautiful line of silk shirtings ever shown in El Paso. This crepe de chine shirting is sold the country over at \$2.40 the yard. Sewing Week, a yard, at **\$1.49**

important and interesting. It presents the new fabrics and dress accessories—merchandise you must know about to intelligently judge and plan Spring costumes. Notions and small wares necessary for the proper making of the garments also take a promising place in this event.

Assortments are pleasingly large, insuring easy selections. Regular prices give perfect values. Reduced prices on the special make real bargains. Come to Sewing Week and benefit by the advantages offered.

A Most Wonderful Array Of Fashionable Fabrics

THE Wash Goods and White Goods Department spreads before you a most superb assortment of staple and fancy weaves gathered from the world's style centers. The American manufacturers this year having the proper incentive to produce dainty wash fabrics have outdone themselves, and we have on display wash goods and white goods for Spring and Summer wear that are both original and inspiring. Many lines of both white and colored fabrics are not mentioned here, but we have them just the same.



EMBROIDERED SHEER WHITE ORGAN-DIES—On shadow plaid, stripe or plain grounds. Some wonderful creations this year, priced at a yard, \$1.75, \$1.50, and **\$1.25**

PLAIN WHITE VOILES, ORGANDIES AND BATISTES—36 to 45 inches wide. Sheer, beautiful fabrics. Priced at a yard, \$1.00 downward, to **35c**

WHITE FLAXONS—Plain weave, checked or cross barred designs. A most satisfactory fabric for aprons, dresses, fine underwear, and babies' clothes. Prices start at 50c, and range downward, to a yard, at **15c**

WASH GOODS AT 19c—Flowered voile, striped and checked voile, Egyptian crepe, stripes and checks of all colors. These materials are lines that are broken—no complete lines of any of these goods—but pretty patterns nevertheless. Values up to 35c, at a yard, **19c**

FLOWERED WINDSOR PLASSE CREPE—Dainty pink, blue, green, yellow and lavender rosebuds on white grounds. Used extensively for underwear of all kinds, negligees and children's dresses. Special values for Sewing Week, at a yard, **19c**

NO. 500 LONGCLOTH OR NAINSOOK—36 inches wide. Both of them are excellent fabrics for general underwear use. (Limit of one bolt of each to a customer.) at a 12 yard bolt, **\$1.00**

BOXED NAINSOOK—Including "Bridal Wreath," "Odaka," "Oyama," "Phantom Stripe," "Phantom Check" and "No. 2003." All of these numbers represent the best sheer and medium nainsooks. They come in 10 and 12 yard bolts of 36 to 42 inches wide. Special for Sewing Week, your choice of a bolt, **\$2.25**

SPECIAL VALUE IN WHITE FABRICS—Checked Dimity, Striped Batiste, Dotted Swiss, Plain Voile, Fancy Crepe and a number of staple white materials. Single pieces. Values up to 30c a yard, at a yard, only **12½c**

WHITE CREPE AND VOILE—36 and 40 inches wide. Plain and novelty weaves. Wide stripe, dot and eponge weaves. Extra special values for Sewing Week, at a yard, **19c**

PRINTED DRESS VOILES—40 inches wide. Combinations of colors and white ground materials, with floral, stripe, plaid and figures in colors thereon. Sewing Week, a yard, at **25c**

SHEER EMBROIDERED VOILES—With dainty woven stripe and embroidered figure. 40 inches wide. An exquisite line of wash materials, at the yard, **35c**

NOVELTY WOVEN AND EMBROIDERED DRESS VOILES—Showing the new Sports stripes, in all colors, embroidered figures and coin dots. To see them is to want them. Sewing Week, a yard, at **50c**

SILK MIXED DRESS AND WAIST FABRICS—Comprising flowered effects in both white and colored grounds; stripes, all colors and varied colors, and embroidered silk mixed crepe. Special value, at a yard, **50c**

CHIFFON LISSE—36 inches wide. Also other attractive woven stripe voiles, showing the newest style novelty effects. Washable, crisp, dainty dress materials, at the yard, **45c**

DRESS LINENS—46 inches wide. Solid colors, in all shades now in stock, but we do not know how long we will have them. Shrunken, finished French linen, at a yard, 85c and **75c**

SPORTS STRIPE SKIRTINGS AND SUITINGS—On Galardine, Waffle Cloth, Galatea and Oxford. 36 to 40 inches wide. Priced at a yard, **\$1.00**

HALF SILK SHIRTING—For men's negligee shirts. Oxford and Madras weaves. Absolutely reliable as to wear, color and appearance. This is a beautiful line of fabrics. A yard, at **75c**

NOVELTY WHITE VOILES AND ORGANDIES—36 and 40 inches wide. Dainty shadow plaids, embroidered figures, nub stripes and cluster stripes. Large assortment of weaves. Two special lines, at a yard, 35c and **25c**

ALLOVER EMBROIDERED WHITE VOILES AND MARQUETTES—36 and 40 inches wide. Neat embroidered figures, either large or small, on sheer or snowflake voiles. Very beautiful for dresses or blouses. Priced at a yard, \$2.50, downward to **\$1.25**

See Our Other Advertisement In Sunday's Paper

The New Laces @ Embroideries

VAST assortments of laces and embroideries that are striking examples of "The Popular's" buying power. Values offered are extraordinary and exceptionally so when one considers the prevailing prices with the importers, and the scarcity of foreign merchandise—yet every time offered is new and of the most wanted kinds, suitable for babies', children's, misses' and women's garments. With every indication of a big "White Season," we believe that you could not do better than by supplying your season's needs during Sewing Week.

SILK ALLOVER LACES—A most stunning material for Summer blouses. White, pink or black. A wide range of pretty designs from which to select. Full 36 inches wide. The yard, at **\$1.25**

45-INCH ORGANDIE FLOUNCING—Sheer French organdy flouncing, 45 inches wide. Beautifully embroidered in a host of "Blind" patterns. The yard, at **\$1.59**

18-INCH NOVELTY FLOUNCINGS—A lot that defies competition. All silk net flouncings, embroidered in sheer silver or gold metallic thread. Beautiful designs that are wanted for afternoon and evening dresses. Kinds that would be cheap at \$2.50 and more. Special, a yard, at **\$1.29**

27-INCH ORGANDIE FLOUNCING—A material that is ideal for Misses' Confirmation, Easter or Graduation frocks. Sheer French organdy, perfectly embroidered in most yet effective designs, imparting all the freshness of Spring. A splendid value, at a yard, **\$1.25**

18-INCH FLOUNCING—To match the above lot, specially priced, at the yard, **75c**

LITTLE MISSES' FLOUNCING—A new idea for the children's wear. 27 inches wide, of sheer Swiss, with pleated ruffle and wide embroidery heading. One yard makes a dress. A yard, at **\$1.49**

VAL LACES—There is a strong demand for Val laces. This we have anticipated and offer you an unexcelled lot of French and German mesh edges and insertions to match. All are foreign made, of excellent texture and in new patterns. You will find kinds in the lot worth up to \$2.25 a yard. A "Popular" feature, **12 yds. 50c**

COLORFUL EMBROIDERY FLOUNCINGS—Sheer voile or batiste flouncings, 27 inches wide. Beautifully embroidered with a touch of color that is most effective. The yard, at **\$1.49**

NET TOP LACES—A most effective material for Confirmation or Party Dresses. Sheer, airy—yet durable and washable. Fine mesh net, effectively embroidered. Kinds you would expect to see marked \$1.25. Sewing Week, a yard, at **75c**

NOVELTY SWISS FLOUNCINGS—The large "Repeat" scallops, and the "Separated" designs give this flouncing a distinctive appearance. Embroidered on sheer Swiss. 27 inches wide. A yard, at **\$1.25**

Sewing Week We Will Exhibit On 2nd Floor the Perfected Spotless Shrinker and Finisher

(Advance 1916-1925 Model)

For the Proper Sponging, Shrinking and Finishing of All Kinds of Wash Goods and Dress Goods

This Shrinker fills a long-felt want, as every class of material is given a beautiful finish. We are ever alert for new ideas, tending to increase the efficiency of our store service, and will give

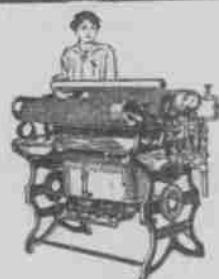
A FREE PUBLIC EXHIBITION SEWING WEEK

Beginning Monday, April 3d, that every lady in our city may get a sample of this high grade work.

Hereafter This Perfect Work, 5c Yd.

And to boost the sale of AMERICAN MADE WASH GOODS, all Wash Materials not over 36 inches wide will be shrunk for 3c a yard. You cannot judge shrinking by ordinary standards. It's results THAT COUNT.

Any Wash Goods Material or Dress Goods Purchased at Our Store During Sewing Week, We Will Sponge and Shrink Without Any Charge Whatsoever.



The Popular
DRY GOODS CO., INC.